# Department of Computer Applications

## Page Rank Algoritham

Course: NoSQL Database system

Class / Semester: II MCA / III Semester

# Overview

- History  and Background
- Importance and Problems
- Algorithm and Variations of it
- Our Application of PageRank

# Background

- Mathematical equation designed to measure the importance of web pages
- Developed in 1996 at Stanford University by Larry Page and Sergey Brin, the founders of Google
  - Started as a research project

# Background

- PageRank is a trademark of Google
- PageRank algorithm has been patented
  - Exact algorithm used today is unknown
- Algorithm is still tweaked each day to improve search results

# Background

- Algorithm is one of ~200 factors that determines the order web pages are reported to the users
  - Results are reported based on relevance to a search and overall importance
- Previously, internet search engines linked to pages that had the highest keyword density

# Problem with Previously Used Method

- Possible for websites to easily increase their rank in search results
- Did not take into account the relevancy of the results to the search, therefore was not very useful

ThankYou